

Release Highlights

- New direct JetBlue air service from New York City to St. Lucia starts October 26
- Coconut Bay Beach Resort & Spa is ideal for couples, honeymooners and multi-generational families
- Room rates starting at \$97 per person, per night for JetBlue travelers
- Promo code: JET09
- Visit www.cbayresort.com <<http://www.cbayresort.com/>> or call (877) 352-8898 for more information

COCONUT BAY BEACH RESORT & Spa INVITES travelers TO BEAT THE WINTER BLUES *New direct JetBlue flights from JFK make visiting St. Lucia even easier*

Vieux Fort, St. Lucia – September 28, 2009 – With winter just around the corner, now is the time for savvy travelers to start planning warm-weather Caribbean getaways. In honor of JetBlue's new direct flight service to the island of St. Lucia, Coconut Bay Beach Resort & Spa is offering a "Jet Away to Coconut Bay" package. The flights, which launch on October 26, 2009, make it easy for guests to access the three diamond AAA, all-inclusive resort.

JetBlue flights will depart from New York's John F. Kennedy International Airport on Sundays, Mondays and Thursdays, giving travelers the flexibility to experience all the island has to offer. Coconut Bay is offering a special savings for JetBlue customers with its "Jet Away to Coconut Bay" promotion. Guests can save up to 55 percent on nightly rates at the all-inclusive resort.

Rates start at:

- Adults: \$97 per person, per night, all-inclusive, double
- Teens 13-17: \$35 per teen, per night, all-inclusive
- Children 3-12: \$25 per child, per night, all-inclusive
- Children under 3: Free, all-inclusive

This all-inclusive deal includes all meals, drinks and snacks and comes with a room credit of \$50 per night, up to \$350, to use at the spa, in the resort store or on island excursions. Also, families can play a complimentary game of paintball at the resort or fly on the water with an introductory kitesurfing class.

Because of its family appeal, Coconut Bay was also lauded by TripAdvisor travelers as the third best hotel for families in the Caribbean. Children under 12 are welcomed to the resort with a CocoPack full of goodies like a backpack, water bottle, hat and t-shirt. Another popular feature for families is the fully-supervised Kidz Klub, which is included in the room rate so kids can enjoy activities, crafts and an interactive water playground. Teens can hang out at "Da Buzz," a trendy

spot stocked with video games, magazines and a Ping-Pong table.

To book this Jet Away package, guests should use promo code JET09 when making reservations. This offer is valid on travel before December 20, 2009 and rates are based on availability.

About Coconut Bay: St. Lucia's exotic southern coast is home to Coconut Bay Beach Resort & Spa, an all-inclusive resort catering to families, couples and honeymooners alike. Mirrored after the island's most famous landmarks, the twin Piton Mountains, Coconut Bay has its own set of twins, Harmony and Splash. "Harmony" is a tranquil adult-only oasis offering an intimate setting for those seeking a romantic escape with a coconut palm-fringed pool, braided hammocks, private cabana beds and the oceanfront Kai-Mer Spa. At the opposite side of the resort, the young at heart are drawn to "Splash," the resort's tropical playground featuring CocoLand Kidz Klub, a paintball facility, a watersports complex offering kitesurfing and the island's largest water park. This casually Caribbean resort has 254-rooms on 85 acres, and it's all just a short transfer from the Hewanorra International Airport. For more information about Coconut Bay Beach Resort & Spa visit www.cbayresort.com <<http://www.cbayresort.com/>> or call (877) 352-8898 to reach the resort directly.

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Media and Public Relations Contacts:

Caitlin Murphy / Jillian Baczewski

Cheryl Andrews Marketing Communications

Phone: 305.444.4033 / Fax: 305.447.0415

E-mail: caitlin@cam-pr.com / jillian@cam-pr.com